

Customer Complaints Process



ACKNOWLEDGE

- Identify when a complaint is being made.
- A speedy acknowledgement of the complaint is a necessity.
- Apologise for the inconvenience.

LISTEN

- Actively listen! Don't interrupt. Let the customer finish.
- Don't get defensive, it's not a personal attack on you.
- The customer needs to feel that they are heard, understood and that you empathise with their situation.
- Apologise without apportioning blame.

INVESTIGATE

- Ask questions to understand the reason for the complaint and get to the source of the issue.
- Use documentation, ask the team questions, gain a full understanding of the situation.
- Explain the steps that you will take to investigate the issue to the customer.
- Be clear about when you will next be in touch regarding the complaint.

RESPOND

- After reaching your conclusion contact the customer with as much detail as is necessary for the customer to understand how you have reached the proposed resolution.
- Acknowledge what went wrong and offer a suitable remedy, proportionate to the level of complaint.
- If no fault found, provide a full and clear explanation showing evidence as appropriate.
- Be prepared to do something, even if no fault found.
- Ideally, this is done face-to-face or on the telephone.

VERIFY

- Ask the customer if the solution is acceptable to them.
- Verify that the planned resolution fully meets the customer's needs.
- Check that all actions have been completed, as agreed with the customer, and on time.
- Is the customer happy? Follow up with the customer in writing if so.

LEARN

- What lessons can be learned from the complaint?
- What actions result from this? Actions should be SMART.
- Have they been assigned to the relevant people / departments within your organisation?